

TOWARDS A NEW CHARITABLE FOUNDATION

Fundraising Presentation

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Questions:

Why does the community need a foundation?

Where do we see ourselves in 12 months, 3 years and 5 years?

What do we need to realize our potential?

Who is already on-side? Who should be "in the know"?




How do we know we have been successful?

10+ ideas and concepts

Philemtropic Themselves.


Fundraising begins on the inside first
100% giving at the boardroom table









Grants and Foundations

In Canada, there are 40 family foundations that make grants to Caribbean-related community groups and causes.



**Peter and Sheilagh
Godsoe Foundation** 



Ask companies that connect with the Caribbean

Some companies match employee donations to community based charities



What about memberships?

Developing a membership program to get people engaged



In lieu of a gift...

Ask people to celebrate a milestone by donating to the Foundation



Stay with it.

Keep up to-date



Think about your communications

Ask your members to post photos and stories whenever you can

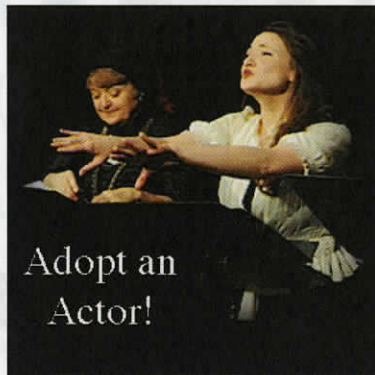
Engage people.



Engaging events and sales

Have a personality speak or perform and promote widely





Adopt an
Actor!

Make it personal

Develop mini campaigns

Pledges

HELLO
my name is

INTERN

Ask for help!

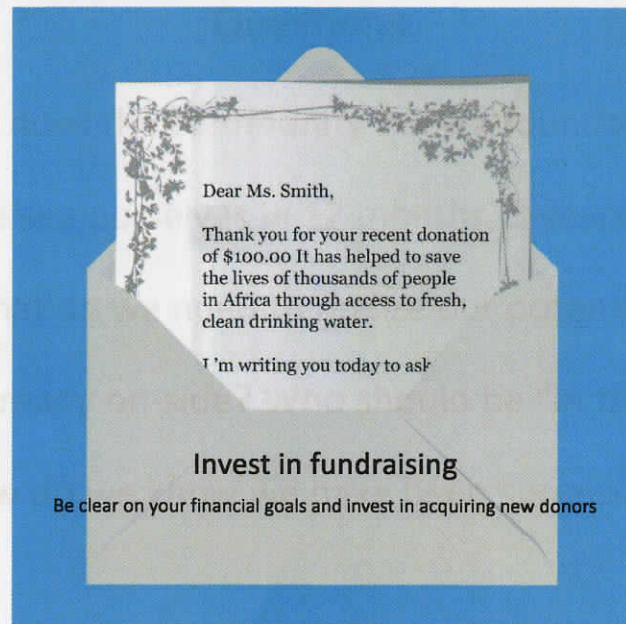
A new generation of fundraisers have their ears to the ground

Humber College




Put the donor in the middle

Recognize and thank your donors whenever possible



Trillium

Other important notes

Fundraising isn't sponsorship
 Strategic planning
 Diversity and inclusion
 Leveraging the 'aging population' and 'youth skills development' as issues
 High school, college and university fundraising events
 Crowdfunding
 Partnering with other association-based charities
 Sponsors want airtime and eyeballs
 Managing your lists 
 Multi-year commitments
 Beware of "for free"
 Keeping in touch with former members, founders and 'alumni'
 Strategic engagement opportunities can lead to fundraising
 Fundraising isn't the ED's job alone
 Campaign / fundraising committee?
 Exhibit patience and excitement. You can keep doing this...and have been doing this for many years already!